Lori - As info.

RJ Reynolds

WE WORK FOR SMOKERS

Suffolk Nassau only

No City Stamps

SALEM PREFERRED
Micro-Introduction

November 21, 1994

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CONFIDENTIAL

(To be Copied for RJRT Full-Time Sales Personnel Only)

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
LONG ISLAND, NY
(Suffolk, Nassau Divisions)

Schedule of Events

DTS Date: November 21, 1994

Sales Meeting w/Managers	10/20/94
Sales Meeting w/Reps	10/21/94
Sales Samples to DM's & CAM's (1-6M case each style)	10/21/94
Sell Sheets for Reps	10/21/94
Introductory Product Allocations to Direct Accounts in BPE for ROU	10/24/94
Pre-Selling Begins	10/24/94
Live Product to Public Warehouses	10/25/94
Live Product to Direct Accounts	11/7/94 (or sooner)
B1G1F Product Available for Order	~~11/1/94~~ 10/25/94
B1G1F 1st Ship Date to Direct Accounts	~~11/21/94~~ 11/14/94

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SGR\95:lc 10/20/94

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
LONG ISLAND, NY
(Suffolk, Nassau Divisions)

B1G1F Promotion

Promotion #402277 SALEM Preferred FF 100's & Lights 100's
DTS: 11/21/94

HH/Poqet Reporting: SAL Pref B1G1F (Report # Units Placed)
SAL Pref Pk D - Rate $3.00

SIS Dates: 10/24/94 -12/31/95
Allocations Available for Viewing in BPE by ROU: 10/24/94

1st Order Date: 11/1/94 1st Delivery Date to Direct Accounts: 11/21/94

Suggested Displays: Temporary Counter Display
Dump Bin Display

Suggested Load: 50% SALEM Preferred FF100's
50% SALEM Preferred Lights 100's

Product will be banded in Winston-Salem and will be shipped in 6M cases in printed cartons and stickered for identification purposes.

Point-of-Sale:

#478472	Premium Counter Display Riser Card	(1/SKU)
#478493	Dump Bin Riser/Paster	(1/SKU)
#478433	24" Pkg. Merchandiser Card	(1/SKU)

UPC Product Codes:

SALEM Preferred 100's	21954
SALEM Preferred Lt. 100's	21957

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
LONG ISLAND, NY
(Suffolk, Nassau Divisions)

B2G1F Promotion

Promotion # 402272 SALEM Preferred FF100's & Lights 100's
DTS: 1/14/95

HH/Poqet Reporting: SAL Pref B2G1F (Report # Units Placed)
SAL Pref Pk D - Rate $3.00

SIS Dates: 1/2/95 - 2/24/95
Allocations Available for Viewing in BPE by ROU: 10/24/94

1st Order Date: TBD 1st Delivery Date to Direct Accounts: TBD
IMPORTANT: All product must be ordered by December 9 to be assured that product is shipped within 1994 accounting period.

Suggested Display: Temporary Counter Display
Dump Bin Display

Suggested Load: 50% SALEM Preferred FF100's
50% SALEM Preferred Lights 100's

Product will be banded as a B1G1F with a mail-in insert to be filled out by the consumer for name generation purposes. The field will add live pack to the B1G1F to convert it to a B2G1F offer. (Product will be shipped in 6M cases and will be placed in printed cartons and stickered for identification purposes.)

Point-of-Sale:	#478472	Premium Counter Display Riser Card	(1/SKU)
	#478493	Dump Bin Riser/Paster	(1/SKU)
	#478433	24" Pkg. Merchandiser Card	(1/SKU)

Note: Banding tape to be shipped to each Division office.

B261 ORDER DATE 11/8
1ST SHIP DATE 11/28

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
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SALEM PREFERRED FF100'S AND SALEM PREFERRED LIGHTS 100'S Direct Account Information

- An introductory promotional payment of $7.50 per 6M case will be available on all SALEM Preferred FF 100's and SALEM Preferred Lights 100's allocated and shipped between October 31 and November 18, 1994. This promotional payment will be deducted from invoice. Credit-worthy customers will receive an additional 14 days to the regular credit terms on all allocated purchases.

- List price and terms are equal to those of current styles of SALEM.

	Carton	(6M) Case
SALEM Preferred Full Flavor 100's	$11.19	$335.70
SALEM Preferred Lights 100's	$11.19	$335.70

A customer letter will be mailed from Winston-Salem the week of October 24, 1994. Direct account allocations can be viewed in BPE as Promotion #360. This number is for viewing purposes only, not ordering. Drive periods are 410-00 domestic. Allocations were based on the direct account's purchases of SALEM 100's and SALEM Lt. 100's Soft Pack.

Retail/direct account fact sheets are scheduled to arrive to Division and CAM offices on 10/21/94.

The standard 3¼% handling allowance for B1G1Fs will apply on allocations of the B1G1F/B2G1F product.

- Handling of state tax procedures for B1G1F promotion.
  - The state cigarette excise tax is based on the rate of tax in the state where the product will be used (consistent with current procedure). Ensure state usage is specified at the time of order.
  - Local tax reimbursement must be handled by request as is currently done with all buy-some promotions. Refer to the policy and procedures manual pages C-33 and C-34.

- If you have any questions concerning direct account allocated product, please call Stephanie Fields (#7742) or Sharon Reid (#2584).

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
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SALEM PREFERRED POINT-OF-SALE MATERIALS

Quantity (Each)	Item #	Description	Packing	Available For Order
175	478430	8 Column Trans Add On	1/SKU	
1,500	478433	24" Pkg Merch Card (Dbl Sided)	1/SKU	
2,400	478442	Dangler (Dbl Sided)	1/SKU	
5,100	478445	Wobbler	1/SKU	
500	478451	Banner (3' X 6')	1/SKU	
4,800	478454	Starburst Bubble	1/SKU	
5,000	478460	Folded Shelf Strip	1/SKU	
8,000	478463	Display Channel Strip	1/SKU	
4,800	478472	Prem Counter Disp CD	1/SKU	
2,400	478475	Change Mat (19½" X 15½")	25/SKU	
1,700	478481	Gravity Fed 2 Wide	1/SKU	
875	478484	Gravity Fed 4 Wide	1/SKU	
500	478490	Grand Mount Sleeve	10/SKU	
6,000	478493	Dump Bin Riser/Paster (Dbl Sided)	1/SKU	
2,500	476342	One-Sheet	10/SKU	

RETAILER INCENTIVE ITEMS

2,400	478514	T-Shirts w/Sleeve Print	50/SKU	
2,500	478520	Buttons	500/SKU	

SALES REP SUPPLIES

1,000	478412	FF 100 Ctn End Labels	10/Pk	
1,000	478415	Lt 100 Ctn End Labels	10/Pk	
2,500	478421	FF/Lt Package Tags	10/Pk	

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
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Display Reporting

- Gravity Fed 2 & 4 Column Displays
  HH/Poqet Reporting: SAL Pref 4-Col D Rate: $7.50
  SAL Pref 2-Col D Rate: $4.50
  SIS Dates: 10/24/94 - 3/31/95

- Distributor Promotion Coverage Program
  HH/Poqet Reporting: SAL Pref DP 2Ctn Rate: $3.50
  SAL Pref DP 4Ctn Rate: $7.00
  SIS Dates: 10/24/94 - 3/31/95

(In addition to the displays, budget dollars will be transferred to the regular Dist. Assist Funds for packing and labor expenses. Kevin Phelan, Financial Manager will handle the transaction.)

- Temporary Displays
  HH/Poqet Reporting: SAL Pref Pack D Rate: $ 3.00
  SAL Pref 10Ctn D Rate: $15.00
  SAL Pref 20Ctn D Rate: $30.00
  SAL Pref 30Ctn D Rate: $45.00

  SIS Dates: 10/24/94 - 3/31/95

Prebooking

- SALEM Preferred Pre-Booking Allowance - $.25 Carton
  HH/Poqet Reporting: SAL Pref Pre-Bk Rate: $ .25
  SIS Dates: 10/24/94 - 12/31/94

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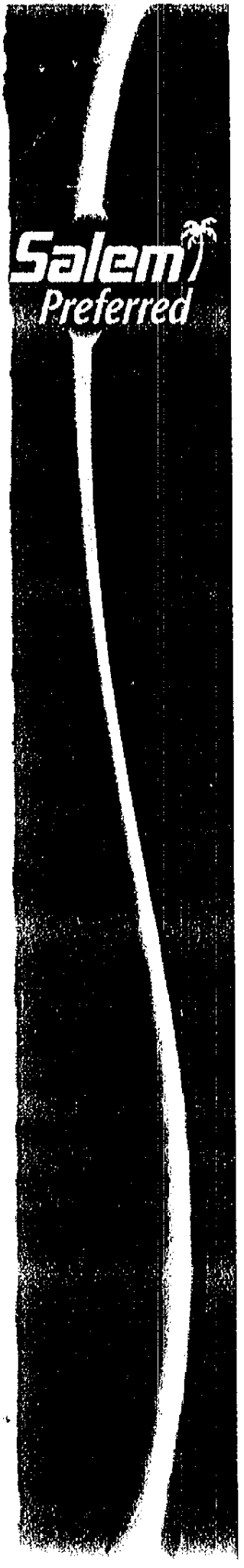

PRODUCT SPECIFICATIONS

100's

	Pack	Carton	Case (6M)
UPC	12300 21675	12300 21676	12300 21677
LENGTH (in.)	2.0625	10.6250	20.5625
WIDTH (in.)	0.8438	1.7813	11.0625
HEIGHT (in.)	4.0000	4.0313	11.1250
CUBE (ft. 3)	.004	.044	1.464
WEIGHT	.933 oz.	10.13 oz.	21.0 lbs.

100's Lights

	Pack	Carton	Case (6M)
UPC	12300 21678	12300 21679	12300 21680
LENGTH (in.)	2.0625	10.6250	20.5625
WIDTH (in.)	0.8438	1.7813	11.0625
HEIGHT (in.)	4.0000	4.0313	11.1250
CUBE (ft. 3)	.004	.044	1.464
WEIGHT	.933 oz.	10.13 oz.	21.0 lbs.

0 12300 21675 3

Salem Preferred 100's Pack

0 12300 21678 4

Salem Preferred 100's Lights Pack

0 12300 21676 0

Salem Preferred 100's Carton

0 12300 21679 1

Salem Preferred 100's Lights Carton

0 12300 21677 7

Salem Preferred 100's Case

0 12300 21680 7

Salem Preferred 100's Lights Case

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PTD in USA DIRECT ACCOUNT FACT SHEET

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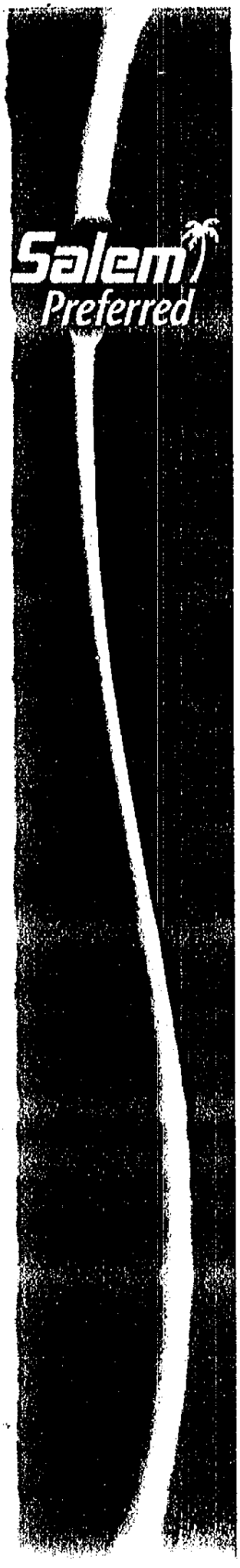

THE FIRST CIGARETTE WITH GREAT TASTE AND

LESS LINGERING STALE SMELL.

WHY WE'RE PREFERRED

- *Salem Preferred is the first cigarette to leave less lingering stale smell.*
- *Smokers love the taste!*
- *Stylish, colorful pack makes Salem Preferred stand out as a progressive addition to the Salem family.*
- *Available in full-flavor 100's and 100's Lights Soft Packs.*

Starting in November, brand support for Salem Preferred will help generate consumer trial through heavy advertising.

- *Newspapers*
- *Magazines*
- *Out-of-Home*

PROMOTIONAL SUPPORT

- *Point-of-sale materials*
- *Buy One Get One Free*
- *Buy Two Get One Free*

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